



Promotional Opportunities 2004

THE MANGUM GROUP
A MARKETING COMPANY



www.hawaii-tourism.de

Promotional Opportunities

OPEL IRONMAN GERMANY (JULY 11)

HTE will implement two Hawaii Promotions within the Opel Ironman Germany event



- ✓ Radio Promotion in cooperation with Duracell and HR3, raffle of at least two trips to Hawaii
- ✓ Distribution of 15,000 Hawaii Branded Drink Bottle at the event with Click & Win Button on Bottles & Media Support: Hawaii Sweepstakes on www.hawaii-tourism.de with raffle of a trip to Hawaii



Promotional Opportunities

HULA FESTIVAL, ZEULENRODA (JULY 2-4)

- ✓ Involvement of HTE as workshop participant, demonstrating aspects of Hawaiian cultures, ancient games, old histories, and providing general trip planning information
- ✓ Possibility to provide HTE with collateral of various industry products



Promotional Opportunities

GOLF SUPPLEMENT (August/September)

- ✓ Golf Reisen as Germany's most important golf magazine, with a circulation and distribution that reaches every second German golf player
- ✓ Secure your Chance to be part of a 16-page golf supplement within this publication; overrun of 10,000 to be distributed as golf collateral at golf shows, golf events, golf mailings etc.



Promotional Opportunities



TOP RESA, DEAUVILLE, FRANCE (Sept. 30 – Oct. 2)

- ✓ Top Resa is France's leading Travel Trade Show and attracts over 14,000 travel and tourism professionals. Held in Deauville, on the Normandy coast, it is France's best venue for the promotion of US Destinations.
- ✓ Join Hawaii Tourism Europe at the Hawaii booth within The Visit USA pavilion and take the chance to meet the key decision makers of French Tour Operators!
- ✓ Further Information on www.topresa.com



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Promotional Opportunities

VOX WOLKENLOS (SEPTEMBER)



- ✓ Vox Wolkenlos is Germany's No. 1 Travel Documentary on TV, with nearly 1 Mio. Spectators and concrete Product involvement – Vox Wolkenlos plans to shoot two (!) Programs on Hawaii
- ✓ Every Product Sponsor – Hotel, Attraction or Transportation – will be named and integrated in the TV Show – Thank you for becoming one of our Sponsors



Promotional Opportunities

GOLF MASTERS 2004, SEEFELD WILDMOOS (Sept. 10 – 12)

- ✓ The Golf Masters are Top Event for the Top Decision Makers of Marketing, Advertising and media, Supported by Marketing Magazine Horizont
- ✓ Hawaii Tourism Europe involved with Hawaii slide show during Saturday evening dinner party, booth at Friday evening reception and golf tournament, etc.
- ✓ Hawaii Trip to be raffled, Hotel Sponsorship required



Promotional Opportunities

HAWAII BROCHURE (Publication Date Sept./Oct.)

- ✓ HTE will develop a new German & English-speaking Hawaii Brochure adapted to the European market: The Guidebook Par Excellence for Hawaii
- ✓ Take your Chance to be present in the German and/or English-speaking Hawaii Brochure – Circulation will be ca. 75,000



Promotional Opportunities

HAWAII SUPPLEMENT (Publication Date Sept./Oct.)

- ✓ HTE will produce a Hawaii supplement in conjunction with Travel Weekly Trade Newspaper
- ✓ Supplement will be distributed to 26,000 UK travel trade, an additional 10,000 copies will be produced for consumer fulfillment and distribution at trade and consumer shows.

Opportunities available to be present in this new supplement



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The logo for Travel Weekly, with the words "Travel Weekly" in a bold, red, sans-serif font.

Promotional Opportunities

WTM, LONDON (NOVEMBER 8 – 11)

- Celebrating its 25th anniversary, World Travel Market (WTM) is now firmly established as the world's leading travel exhibition. WTM brings the industry's most prominent figures together.
- Be part of the Hawaii booth as a Co-exhibitor: negotiate new contacts, develop existing relationships and set strategies for the future.



WORLD TRAVEL MARKET
THE GLOBAL EVENT FOR THE TRAVEL INDUSTRY



Promotional Opportunities

INDIVIDUAL AND GROUP PRESS TRIPS

- ✓ September: 5 German Journalists from National Newspapers
- ✓ UK – two group press trips planned for September and November 2004
- ✓ Opportunity to receive coverage in national newspapers and consumer magazines
- ✓ Support for various individual press FAMs



Promotional Opportunities

EIBTM, BARCELONA (NOVEMBER 30 – DEC 2)



Join HTE at the premier international event dedicated to the Global Meetings and Incentive Industry and be part of our Hawaii booth



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Promotional Opportunities

ILTM, CANNES (DECEMBER 7 – 9)



- ✓ ILTM is the only global travel trade event dedicated to the luxury travel market.
- ✓ Only the most senior decision makers of the most important luxury travel trade companies are invited to take part in.
- ✓ ILTM pre-arranges appointments between buyers and sellers by using a unique computerised system. This year up to 25,000 appointments will be organised.



Contact Information

In case you are interested in being partner of any of these promotional activities and desire further information, please contact us:

For promotional opportunities in UK, Ireland & Scandinavia please contact Vicky Moore, vickymoore@hillsbalfour.com

For promotional opportunities in continental Europe please contact Silvia Bisle, s.bisle@mangum.de



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